



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

COURSE CODE: BUS 419

COURSE TITLE: INTERNATIONAL BUSINESS

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly
2. Attempt question one (1) and any other three (3) questions; four questions in all
3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.
4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours

1a) The principles of absolute and relative advantage provide a primary basis for trade to occur, but the usefulness of these principles is limited by their assumptions. Discuss. **10 marks**

1b) Explain your understanding on globalization of markets. **10 Marks**

1c) Briefly discuss Form of Foreign Direct Investment (FDI). **5 Marks**

2a) What are the limitations of exporting and licensing as means for capitalizing on foreign market opportunities.

2b) Itemize the Theories of Foreign Direct Investment (FDI). **15Marks**

3a) Discuss the Political Argument for Trade Intervention.

3b) Explain the distinction between Domestic Based Export Merchants and Domestic-Based Export Agents. **15Marks**

4a) Since international marketing involves the extension of the analysis of planning and implementation of marketing resources and programmes to foreign markets. Analyze the Challenges in international Marketing. **11Marks.**

4b) List the processes of screening countries that will serve as target market. **4marks**

5a) What are the factors influencing Expansion alternative.

5b) Discuss the Determinants of Channel Types. **15Marks**